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Atex Digital Media drives Go Verlag content production

Press Release

9 February 2018

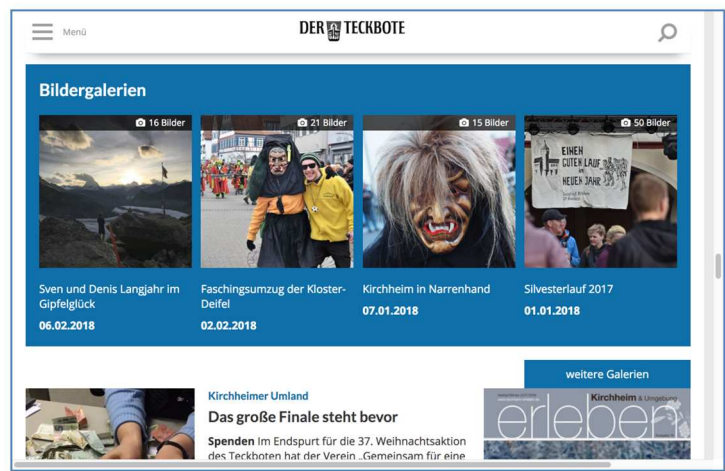
PRESS RELEASE

Stockholm, Sweden, January 2018

Atex Digital Media drives Go Verlag content production

Atex today announced that **Go Verlag**, located in Kirchheim unter Teck in the Stuttgart region, selected the **Atex Digital Media** platform to be at the heart of their multi-channel newsrooms.

Go Verlag is the publisher of “Der Teckbote”, daily published since 1832, the weekly “Kirchheimer ECHO” and eight official bulletins. With the implementation of Atex Digital Media, Go Verlag will consolidate in a single location the management of incoming and produced content for all their titles, using web-based tools to provide to their editors a simple to use and efficient work environment.



Alex Podstata, Sales Director for the **DACH** region, gave a summary of the main drivers for this project:

- Implementation of a clean and efficient workflow for stories submitted from local contributors (readers, communities, clubs, etc.) that will be normalized, tagged and made available to editors through the Atex Digital Media Desk tool for publishing on digital and print channels.
- Use the Atex Digital Media web editor for producing and publishing online and print content.
- Seamless integration with **Go Verlag** web publishing system.

Frank Hoffman, chief editor for local news at “Der Teckbote”, commented “The strength of our publications lies in the connection to our readers, we have a strong local footprint. We receive hundreds of contributions that form the backbone of our publications. Our editors need a solution to easily access this amount of information and use it to create journalistic content”.

The contract has been signed on New Year’s Eve and the implementation will start in February.

About

Atex is a global software company providing solutions to the media industry.

Our platform, **Atex Digital Media**, is based on future proof technology and provides an innovative approach for news organisations to produce content efficiently and reach their audiences on any channel.

Content. Assets. Digital. Print. Mobile. Cloud. Ready for take off.

For further information, visit www.atex.com or reach Atex at <http://www.atex.com/contact>

